TRADEPENDING

WEBINAR

# Monthly Customer Training

THE Buying PLATFORM

Starting Soon!

TRADEPENDING

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TRADEPENDING

## WEBINAR RECORDING

Today's presentation recording will be available for download after the webinar.

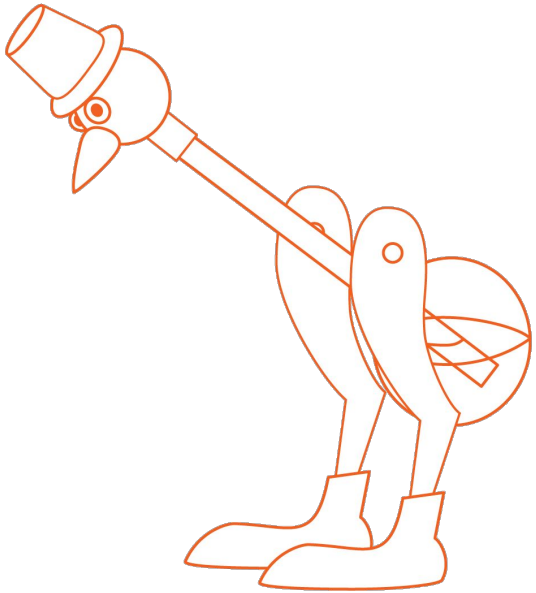
## WEBINAR QUESTION & ANSWER

Use the Q&A button

# TODAY'S TOPICS

Quick SNAP & Superlatives Refreshers

The Buying Platform
- Demo
- Available customizations
- Launch date



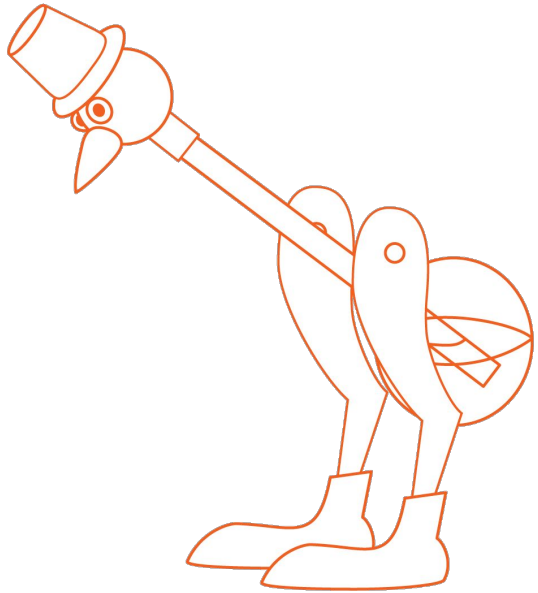
# SNAP & SUPERLATIVES UPDATES

SNAP

- Google My Business
- Facebook Integration

Superlatives

- Take advantage of Custom Superlatives
- Peek into Google Analytics



# Product Suite

## SNAP

Industry's best conversion solution

Source used car inventory

## THE Buying PLATFORM

Accurate & adjustable trade-in offers

Integrated seamlessly with SNAP

## Superlatives

Merchandise new & used cars

Create value

Build urgency

# The Dilemma

## High-converting High ROI trade tool

**SNAP**

Minimal questions
Lots of leads
Lower sold rates

**YOU HAD TO CHOOSE BETWEEN**

## Valuation & process tools

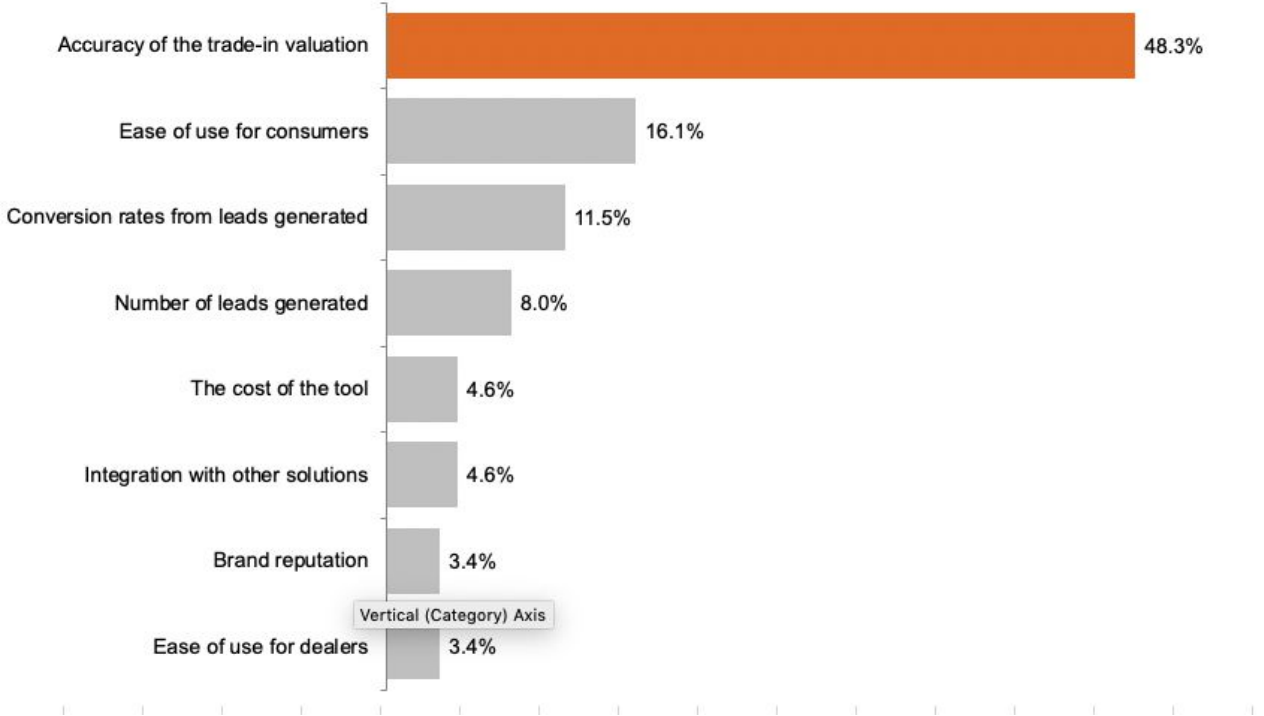
Kelley Blue Book Instant Cash Offer

TrueCar

More interested shoppers
Kills website conversions from trade leads

Value Your Trade
SNAP
Market Report
Trade-in Ranges
THE Buying PLATFORM
New Lead
Trade Offer Leads

# Q: What's the single most important criteria for choosing a trade-in tool?




Source: DrivingSales / TradePending, Jan 2021. N = 87

# TAILORING YOUR QUESTIONS

## Use our default built-in questions or create your own

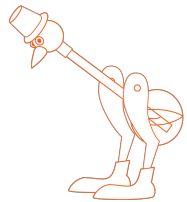
**What kind of question do you want to add?**

**Custom**

- Select Question
- Slider Question
- Yes/No Question

**Built-in**

- VIN/License Plate
- Exterior condition
- Interior condition
- Rims/Wheels Condition
- Tire condition
- Brakes condition
- Electronics condition
- Engine condition
- Transmission condition
- Missing keys
- Title status
- Smoked in
- Hail damage
- Accident/Towed
- Warning lights
- Exterior color
- Ownership Status



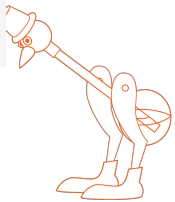
# TAILORING YOUR QUESTIONS

## Use defaults or adjust deductions for each answer

**Question**

What condition is the vehicle interior?

| Answer | Disqualifying | Minimum Deduction | Percent Deduction | Maximum Deduction | |
|---|---|---|---|---|---|
| Great, almost ne | ☐ | $ | % | $ | 🗑 |
| Ok | ☐ | $ 100 | 1 % | $ 300 | 🗑 |
| Poor | ☐ | $ 250 | 2 % | $ 500 | 🗑 |
| Bad | ☐ | $ 500 | 3 % | $ 1000 | 🗑 |



# TAILORING YOUR QUESTIONS

## “Disqualifying” Answers

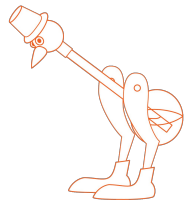
**Question**

Has it been in an accident?

**Followup Question**

Was it towed?

| Answer | Disqualifying | Minimum Deduction | Percent Deduction | Maximum Deduction |
|---|---|---|---|---|
| Accident/Towed | ☑ | $ | % | $ |
| Accident/Not Tow | ☐ | $ 500 | 2 % | $ 1000 |
| No Accidents | ☐ | $ | % | $ |



# WHAT IF...

On a $20,000 potential trade-in

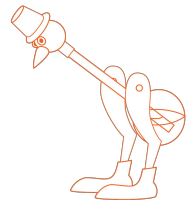
| | |
|---|---|
| Bad engine | -$1,000 |
| Bad brakes | -$600 |
| Bad tires | -$600 |
| Bad exterior | -$1,000 |
| Bad interior | -$1,000 |
| Total | -$4,200 |

Unrealistic recon fees
& unhappy customer

OR

| | |
|---|---|
| Great | $0 |
| Great | $0 |
| Great | $0 |
| Great | $0 |
| Great | $0 |
| Total | $0 |

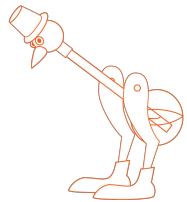
Unrealistic recon fees
& unhappy car managers



# OVERALL MIN & MAX LIMITS

## Total Deduction Boundaries

| Minimum Amount | Maximum Percent | Maximum Amount |
| --- | --- | --- |
| $ 800 | 10 % | $ 1200 |



# THAT $20,000 TRADE-IN

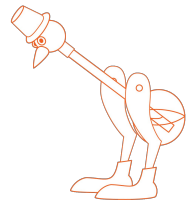
Max of $1,200 or 10%

| | |
|---|---|
| Bad engine | -$1,000 |
| Bad brakes | -$600 |
| Bad tires | -$600 |
| Bad exterior | -$1,000 |
| Bad interior | -$1,000 |
| Total | -$4,200 |
| Final Amount | $1,200 |

OR

Min $800

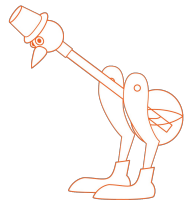
| | |
|---|---|
| Great | $0 |
| Great | $0 |
| Great | $0 |
| Great | $0 |
| Great | $0 |
| Total | $0 |
| Final Amount | $800 |



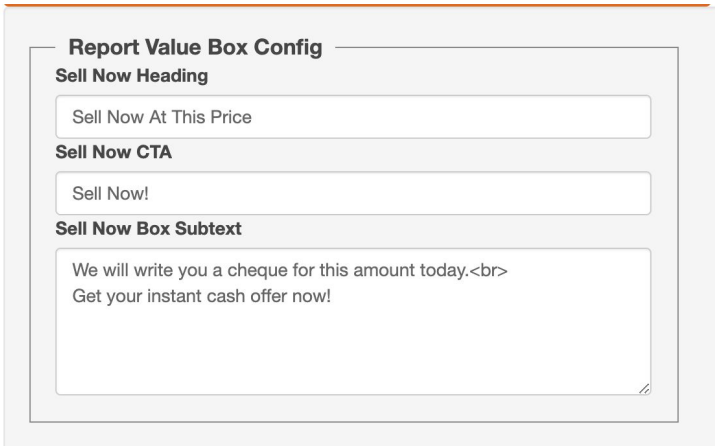
# WHAT A CONSUMER SEES

Recondition fees

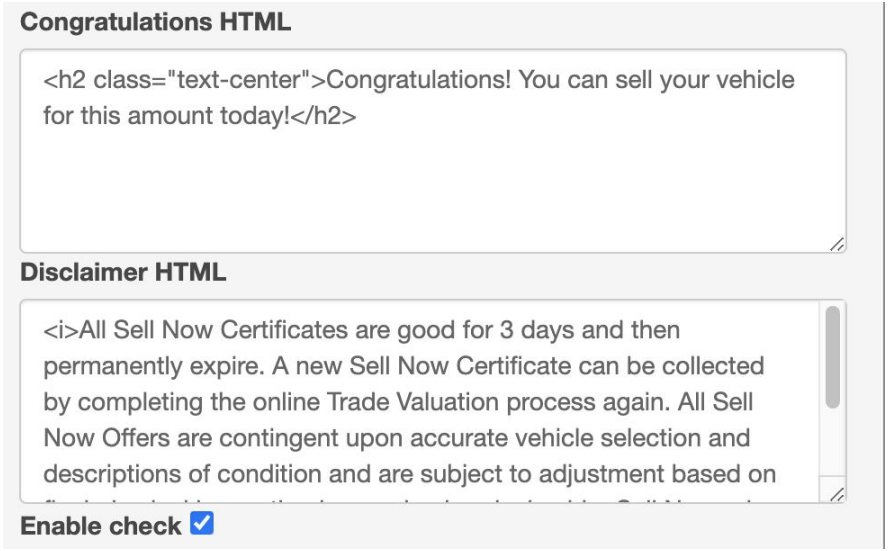
| | |
|---|---|
| Estimated Discount From List (3%) | $300 |
| 100 point inspection, oil change, etc | $236 |
| What condition is the vehicle exterior? ok | $68 |
| What condition is the vehicle interior? ok | $68 |
| What condition are your tires? poor | $203 |
| How many keys do you have? one | $270 |
| Depreciation | $860 |
| Dealer Advertising Cost[1] | $359 |
| Average Dealer Overhead[2] | $1,110 |
| Dealer Net Profit[3] | $116 |



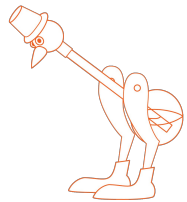
# OTHER THINGS TO TAILOR...




"Sell Now" call-to-action & copy




Congratulations message, style & disclaimers



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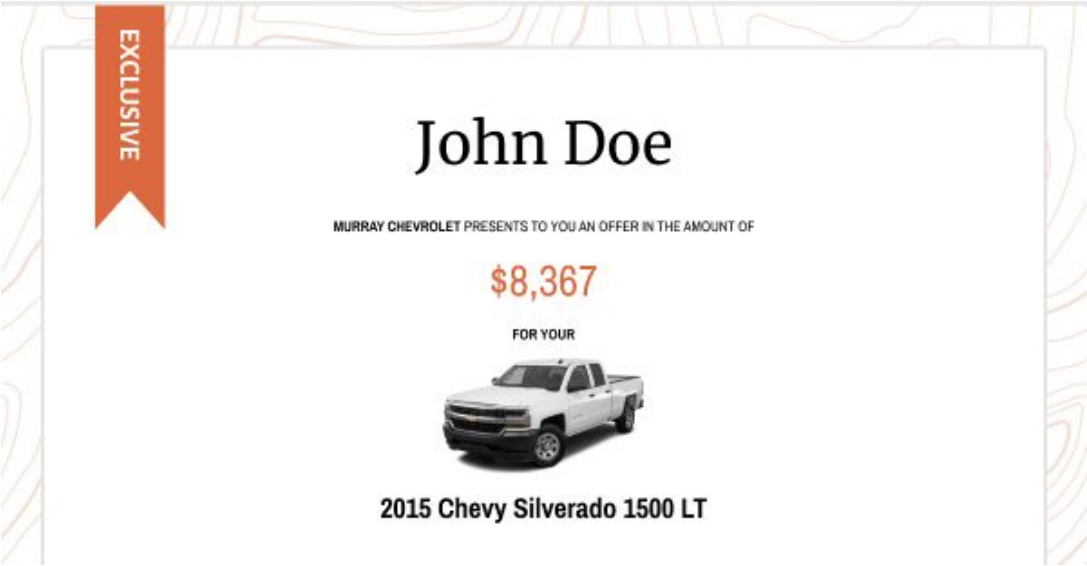
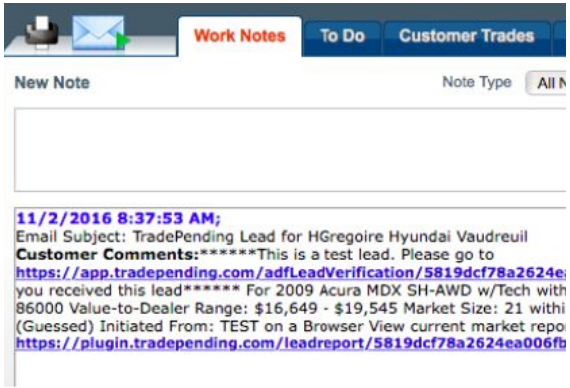
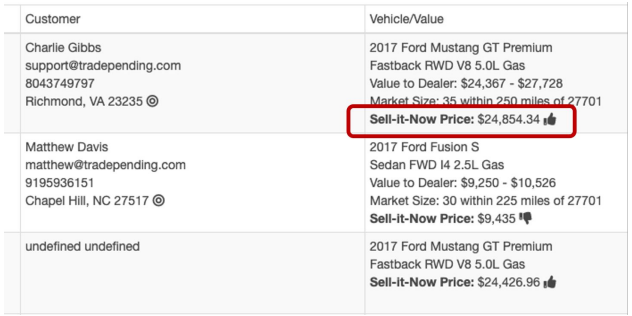



Default certificate after completion

# WHERE THE LEADS GO...



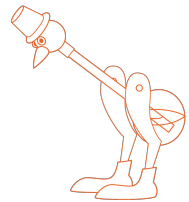




```
tbp_started
tbp_complete
```

In your CRM, just like SNAP leads
Read the lead
Click the link!

In the TradePending App

Into Google Analytics as Events



# CREATE MULTIPLE LAYOUTS

## Home Page Configuration

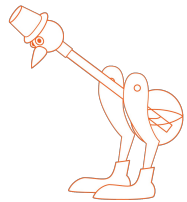
- Question
- Question
- Question
- Question

## In-store Process Configuration

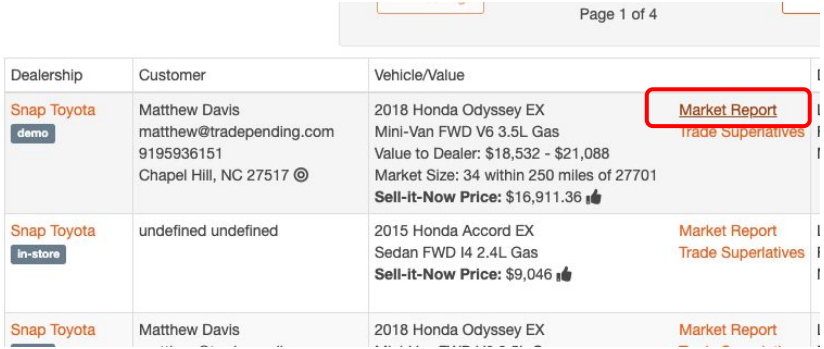
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question
- Question

## Dedicated “Sell Us Your Car” Page Configuration

- Question
- Question
- Question
- Question
- Question
- Question

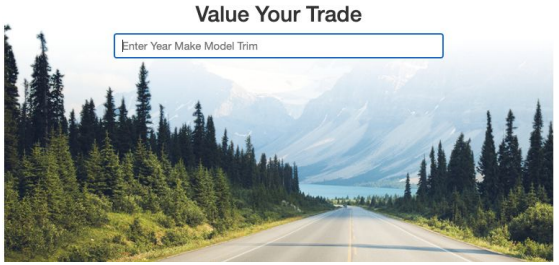


# IN-STORE PROCESS



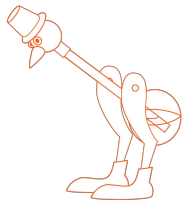

Pull up existing leads

Snap Toyota




*https://plugin.tradepending.com/yourdealershipname*

Use the "closing tool" in the TradePending app without creating a new lead.



# BROADEN YOUR MESSAGING

White-label your trade-In offers
Run different marketing campaigns

# WHAT'S YOUR END GOAL?

TRADEPENDING

# FEBRUARY 1st

Pricing via sales@tradepending.com

High quantity & high quality trade-in leads

The most accurate valuation methodology, adaptable to your strategy

Transparency that builds trust and your brand equity

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